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Remaindering: The Conglomerates Arrive
Selling Children's Books to the Chains
Booksellers to Publishers: What Helps the Sale

Publishers Weekly

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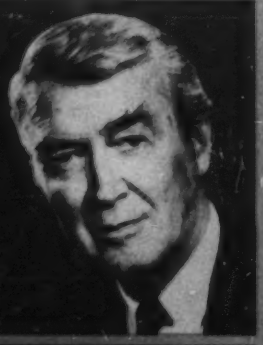
The CROWN PUBLISHING GROUP • Fall 1989

Jimmy Stewart & His Poems



Beverly Hills by Pat Booth

Army Blue by Lucian K. Truscott IV

Martha Stewart's Christmas

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Beverly Hills
by Pat Booth

With *Palm Beach* and *The Sisters* reaching best seller lists everywhere, Pat Booth established herself as a witty, daring, and very savvy author of popular fiction. In her newest novel, *Beverly Hills*, Booth takes readers inside this country's most luxurious playground to witness the vicious clash between two beautiful women. The stakes: Hollywood's most sought-after superstar—and everything he owns. On intimate terms with the cutting edge of California style and glamour, Pat Booth has created an electrifying novel that reveals a fascinating part of our culture as no one ever has before.

- 100,000 First Printing
- Main Selection Troll Book Club
- Second Serial, *Cosmopolitan* (September '89)
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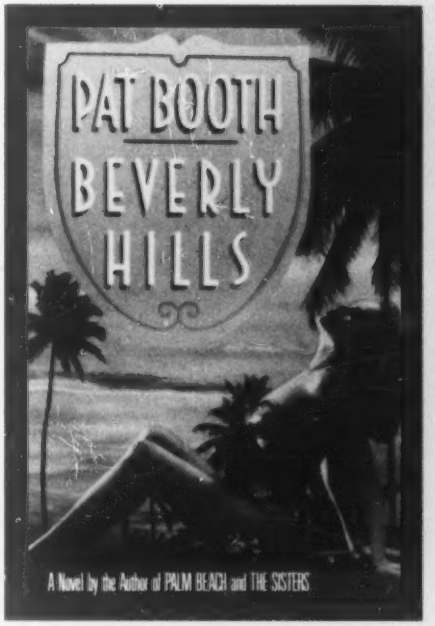

Army Blue
by Lucian K. Truscott IV

Lucian K. Truscott IV created a national sensation when his first novel, *Dress Gray*, became a national best seller and a highly successful TV mini-series. Now his long-awaited second novel will spellbind readers once again. It is 1970, at the height of the Vietnam War, and a young Lieutenant—a third-generation member of an illustrious Southern military family—faces court martial for desertion in the face of the enemy. Exploding outward from this pivotal event, *Army Blue* sweeps the reader from the trenches of World War II to the foxholes of Vietnam as it probes the intense bonds and pressures that unite and divide an extraordinary military family—and America itself.

- 75,000 First Printing
- National Advertising
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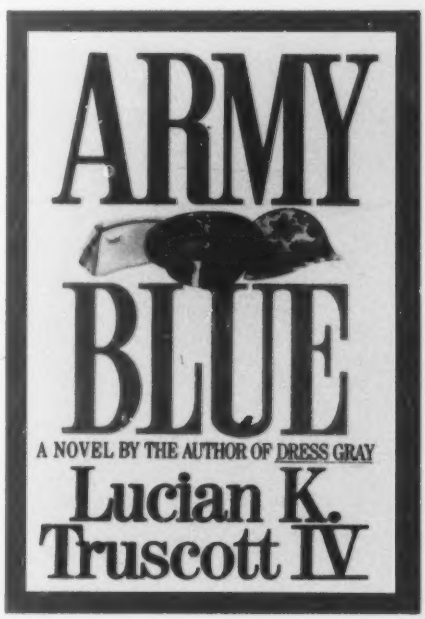

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By Will Nixon

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Senate Antitrust Unit Gives Cool Response to Time-Warner

The proposed Time-Warner merger that received accolades during a hearing in the House of Representatives faced a different reception in the Senate April 12.

Sen. Howard M. Metzenbaum (D., Ohio), chairman of the Senate Antitrust Subcommittee, scorned the proposed merger because it included the wedding of two of the largest cable-system corporations in the country. In the past, Metzenbaum has made clear his displeasure with that industry.

At the House hearing, subcommittee members praised the merger because it was between two American companies and did not lead to further foreign ownership of U.S. media.

At his hearing, however, Metzenbaum said, "The Time-Warner merger portends accelerated concentration in the media and entertainment industries as a whole. The ever-shrinking number of players in those industries not only could undermine competition, but also threatens to reduce the diversity of information and entertainment sources."

Metzenbaum had asked the Justice Department earlier to look into possible antitrust implications of the merger, but the department issued an opinion a few days before the hearing that a Time-Warner corporation would not hurt competition in any of the industries in which they are involved.

Gerald M. Levin, Time Inc. vice-chairman, told the Senate panel his company was pleased with the Justice Department decision, and added that "Time Warner Inc. will be a preeminent media entertainment company," that includes book publishing.

In that end of the new giant's operations, he said, it will be better able to compete with Bertelsmann, "a company that competes with Warner in the music business and with Time Inc. in publishing magazines and books." He noted that Bertelsmann currently dominates direct marketing in Europe, which gives it enormous leverage over competitors from other nations, including the U.S.

—HOWARD FIELDS

House Is Likely to Support USPS Removal from Federal Budget

A House of Representatives subcommittee, virtually assured of the support of a vast majority of the 435 members of the full House, voted April 13 to remove the U.S. Postal Service from the federal budget process.

Similar legislation failed to win passage last year when the U.S. Senate ran out of time at the end of the session.

Rep. Frank Horton (R., N.Y.), ranking Republican of the Post Office subcommittee, said that this year there are at least 354 House members on record as favoring the legislation to remove the USPS from the budget.

The legislation was inspired when the Reagan administration ordered cuts in the postal service as part of a general budget-cutting process, even though the service generates its own revenue through postal rates.

The "revenue forgone" that the postal service receives through federal appropriations in order to send mail to and from nonprofit institutions, such as libraries, at less than cost would not be affected directly by the budget-removal process. But it already has affected service in the form of reduced hours and construction delays. —H.F.

AAP Sales Report for February

Category	% change, February*	% change, YTD
Adult hardcover	18.3	15.8
Adult paperback	18.4	13.9
Juvenile hardcover	18.6	14.4
Juvenile paperback	30.9	33.7
Univ. pr. hardcover	14.9	15.3
Univ. pr. paperback	13.2	15.3
Bibles, etc.	-9.8	-1.8
Mass market paperback	-14.2	-7.7
Book club	5.4	0.8
Mail order	26.4	33.9
Sci-tech	-6.8	1.5
College texts	-8.8	8.7
School texts	-15.9	-5.0

**Percent changes measured against same time periods, 1988.*

'PW' to Sponsor International Fair in Tokyo

The first international book fair to be held in Tokyo will take place from February 27 to March 1, 1990, under the sponsorship of *Publishers Weekly*.

Organized by Cahners Exposition (Japan) Ltd., with the support of leading publishing trade associations in the country as well as major foreign embassies and trade missions—including the U.S. Embassy and the British Council—the fair will be run on an annual basis. It will be held in the Tokyo International Trade Center (Harumi).

According to Peter Yapp, Hong Kong-based executive vice-president of Reed Exhibition Companies, Cahners Exposition's parent group, the aim of the fair is to bring together both overseas and domestic publishers "on a scale never before seen in Japan." He notes that Japan is the world's second largest book market, doing an annual business of about $15 billion (U.S.), and that reading is a major Japanese leisure pastime. English is compulsory in the schools.

Yapp says the fair organizers are expecting about 20,000 visitors, including booksellers, wholesalers and distributors, librarians, educational and research establishments and agents. Audio products and translation services, in addition to book publishers, will be among the exhibitors.

The decision to launch the fair, he said, was taken after consultation with Japanese book industry people, and mindful of the fact that "the Japanese government, through its policy aimed at reducing the trade imbalance, encourages international organizations to sell into the Japanese domestic market."

Cahners Exposition is the leading independent trade show organizer in Japan, and an associate company, Industrial and Trade Fairs Ltd., runs the International London Book Fair.

For further information, call Peter Taylor at (203) 964-0000.

Bertelsmann Earnings Rise

Noting that most of its American companies are exceeding their annual budget projections, Bertelsmann said net income for the current fiscal year will increase by 17% to DM 420 million ($233 million) from last year's DM 362 million ($201 million).

It expects revenues to rise to DM 12.2 billion ($6.78 billion) for the year ending June 30, up from DM 11.3 billion ($6.3 billion) last year.

1988 Top Sellers: The Year's Most Successful New Children's Books

The following is a listing of children's hardcovers, published in 1988 or late 1987, that sold over 50,000 copies during 1988. The sales figures of some titles were submitted to PW *in confidence, for use only in placing them in their correct positions on the lists. Later this spring we'll publish a list of all-time children's best-sellers, both hardcover and paperback.*

Above $5

Dear Mili by Wilhelm Grimm, translated by Ralph Manheim, illus. by Maurice Sendak (Farrar, Straus & Giroux/di Capua, 1988) *275,990 sold*

Where's Waldo? by Martin Handford (Little, Brown, 1987) *150,000 sold*

Downy Duckling by Demi (Grosset & Dunlap, 1988) *117,578 sold*

Sing a Song of Popcorn, compiled by Beatrice Schenk de Regniers et al. (Scholastic, 1988) *117,000 sold*

Owl Moon by Jane Yolen, illus. by John Schoenherr (Philomel, 1987) *112,492 sold*

Cuddly Chick by Demi (Grosset & Dunlap, 1988) *106,924 sold*

The Way Things Work by David Macaulay (Houghton Mifflin, 1988) *101,317 sold*

Spot's Big Book of Words by Eric Hill (Putnam, 1988) *101,012 sold*

Find Waldo Now by Martin Handford (Little, Brown, 1988) *[illegible],000 sold*

I Am Not Going to Get Up Today by Dr. Seuss, illus. by James Stevenson (Random, 1987) *82,248 sold*

Just As Long As We're Together by Judy Blume (Orchard, 1987)

The Glow-in-the-Dark Night Sky Book by Clint Hatchett, illus. by

Sheri Marcus

Stephen Marchesi (Random, 1988) *67,592 sold*

The Little Engine that Could (Playland Books, 1988) *65,461 sold*

Spot's First Easter by Eric Hill (Putnam, 1988) *64,418 sold*

Garfield's Night Before Christmas by Jim Davis (Grosset & Dunlap, 1988) *63,052 sold*

The Big Golden Book of Dinosaurs by Mary Elting, illus. by Christopher Santoro (Golden, 1988) *58,643 sold*

Tail Feathers from Mother Goose, edited by Peter and Iona Opie (Little, Brown, 1988) *57,000 sold*

Spot Goes to the Farm by Eric Hill (Putnam, 1987) *56,454 sold*

Tomie dePaola's Book of Poems, selected and illus. by Tomie dePaola (Putnam, 1988) *55,321 sold*

The Year of the Perfect Christmas Tree by Gloria Houston, illus. by Barbara Cooney (Dial, 1988) *53,368 sold*

The Night Before Christmas by Clement Moore, illus. by Penny Ives (Putnam, 1988) *52,073 sold*

Linnea in Monet's Garden by Christina Björk, illus. by Lena Anderson (R & S Books, 1987) *51,200 sold*

The Magic Toyshop by Peter Seymour, illus. by Michael Welply (Simon & Schuster, 1988) *51,000 sold*

Below $5

The Story of the Easter Bunny by Sheila Black, illus. by Robyn Officer (Golden, 1988) *113,981 sold*

Baby's First Christmas by Tomie dePaola (Putnam, 1988) *102,206 sold*

Baby Donald's Busy Play Group, illus. by Darrell Baker (Golden, 1988) *71,494 sold*

Nothing to Do by Liza Alexander, illus. by Tom Cooke (Golden, 1988) *69,995 sold*

Just Like Ernie by Emily Thompson, illus. by Tom Cooke (Golden, 1988) *69,291 sold*

The Little Engine that Could Pudgy Word Book by Deborah Shine, illus. by Christina Ong (Grosset & Dunlap, 1988) *64,078 sold*

Baby's Animal Friends by Phoebe Dunn (Random, 1988) *63,736 sold*

Baby Farm Animals, illus. by Lucinda McQueen (Grosset & Dunlap, 1988) *58,498 sold*

Animal Babies by Rebecca Dickinson, illus. by Lisa Bonforte (Golden, 1988) *52,216 sold*

A Charlie Brown Christmas, adapted by Diane Namm, illus,. by Charles M. Schulz (Golden, 1988) *52,098 sold*

The Pudgy I Love You Book by Deborah Shine, illus. by Katherine Coville (Grosset & Dunlap, 1988) *52,086 sold*

The Pudgy Noisy Book, by Deborah Shine, illus. by Kathleen McCord (Grosset & Dunlap, 1988) *51,626 sold* □